

Heart Attack: A Major  
Risk Factor Is Smoking.

tar content by FTC method



This ad prepared by F. T. C. staff for illustrative purposes only.

Rich Taste-Low Tar

**"Taste ~~the~~ new golden taste!  
Richer...mellower than before"**

~~The~~ new golden leaf tobacco blend does it.  
Tastes richer...mellower...more satisfying.  
A taste that's pure gold.

***The smoking man's low tar***

Source: <https://www.industrydocuments.ucsf.edu/docs/nxm0000>

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